

**REMARKS/ARGUMENTS**

**A. Allowance of Claims 2-5, 7-15, 35-40 and 42**

The Applicant gratefully acknowledges the Examiner's allowance of claims 2-5, 7-15, 35-40 and 42, as indicated in paragraph 10 of the office action.

**B. Summary of the Amendments**

The application now contains 34 claims.

Claims 43 and 48 have been amended in order to better define the subject matter being claimed. It is respectfully submitted that no new matter has been added to the present application under the current amendment.

Claim 55 has been cancelled from the present application.

**C. Statements of Rejection and Reply**

**Rejections under 35 USC §102(b) and 35 USC§103(a)**

In the office Action, the Examiner has rejected claims 43-44 and 52 under 35 U.S.C. §102(b) as being anticipated by U.S. Patent No 5,257,701 (hereafter referred to as Edelson), and has rejected claims 43-45 under 35 U.S.C §102(b) as being anticipated by U.S. Patent No 4,664,040 (hereafter referred to as Levenberg). In addition, the Examiner has rejected claims 47, 54 and 57 under 35 U.S.C. §103(a) as being unpatentable in light of Levenberg.

### Rejections under 35 USC §112

Furthermore, the Examiner has rejected claims 48, 49, 55 and 56 under 35 U.S.C. §112(2) as being indefinite for failing to particularly point out and distinctly claim the subject matter, which the applicant regards as the invention. More specifically, the Examiner has rejected these claims for containing terms that lack antecedent basis.

However, the Examiner has indicated that claims 48, 49, 55 and 56 would be considered allowable if rewritten in order to overcome the rejections under 35 USC §112(2) and to include all the limitations of their base claim and any intervening claims.

### Independent Claim 43

The Applicant respectfully submits that independent claim 43 has been amended in order to include the subject matter of dependent claim 55. As such, the "base portion" is now included as an element of independent claim 43.

The Examiner's attention is respectfully directed towards the following limitation of independent claim 43:

A collapsible display structure comprising:

- a back panel having a front surface, a back surface, and two opposed lateral edges;
- a first wing panel and a second wing panel each having:
  - a) an interior surface including guides for receiving at least a portion of a shelf module;
  - b) an exterior surface;
  - c) a peripheral edge;
- said first wing panel and said second wing panel being hingedly connected to said back panel such that said first wing panel and said second wing panel are movable between an expanded position and a collapsible position wherein in the expanded position the interior surface of said first wing panel and the interior surface of said second wing panel face each other and are positioned to receive therebetween a shelf

module for engagement with the guides on the interior surfaces of said first wing panel and said second wing panel;

- **a base portion, wherein said first wing panel, said second wing panel and said back panel are attachable to said base portion.**

The applicant respectfully submits that the above-emphasized limitation of independent claim 43 is neither anticipated nor rendered obvious by the references cited by the Examiner. Furthermore, since the subject matter of dependent claim 55 (now cancelled) has been incorporated into independent claim 43, and since the Examiner indicated that dependent claim 55 would be considered allowable if rewritten in independent form to include all of the limitations of its base claim, the Applicant submits that independent claim 43, as amended, is novel, non-obvious and in condition for allowance.

Dependent claims 44-54 and 56-57

In the Office Action, the Examiner indicated that there was no antecedent basis for "said first side panel" and "said second side panel" in dependent claim 48. The Applicant respectfully submits that dependent claim 48 has been amended such that the terms "said first side panel" and "said second side panel" have been replaced with the terms "said first wing panel" and "said second wing panel". Antecedent basis for the terms "said first wing panel" and "said second wing panel" can be found in dependent claim 47, and as such, claim 48 is now believed to be in compliance with 35 USC §112(2).

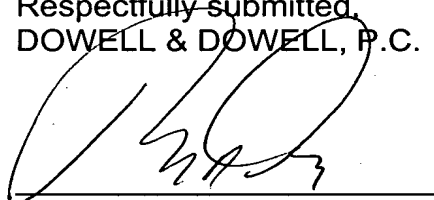
Claims 44-54 and 56-57 depend from independent claim 43, and as such incorporate by reference all the limitations contained therein. Accordingly, the Applicant respectfully submits that claims 44-54 and 56-57 are also novel, non-obvious and in condition for allowance.

**CONCLUSION**

In view of the above, in addition to claims 2-5, 7-15, 35-40 and 42, it is respectfully submitted that claims 43-54 and 56-57 are also in condition for allowance. Reconsideration of the rejections and objections is requested. Allowance of claims 43-54 and 56-57 at an early date is solicited.

If the claims of the application are not considered to be in full condition for allowance, for any reason, the Applicant respectfully requests the constructive assistance and suggestions of the Examiner in drafting one or more acceptable claims or in making constructive suggestions so that the application can be placed in allowable condition as soon as possible and without the need for further proceedings.

Respectfully submitted,  
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